

05-25-01

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PATENT APPLICATION  
Attorney's Do. No. 2705-167

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

05/23/01  
1040 U.S. PTO  
09/864360

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I HEREBY CERTIFY THAT THIS PAPER AND ENCLOSURES AND/OR FEE ARE BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO: BOX PATENT APPLICATION, ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON D.C. 20231.

JANET SULLIVAN  
(SENDER'S PRINTED NAME)

Janet Sullivan  
(SIGNATURE)

Box Patent Application  
Assistant Commissioner for Patents  
Washington, DC 20231

Enclosed for filing is a patent application under 37 CFR 1.53(b) of:

Inventor: James Clark and John Horrobin

For: **CONTENT DISCOVERY AND DIFFERENTIAL ADVERTISING IN VIDEO DISTRIBUTION NETWORKS**

[If continuing application] This application is a ☐ continuation, ☐ divisional, ☐ continuation-in-part of prior application Serial No. \_\_\_\_\_, filed \_\_\_\_\_.

Prior application info: Examiner: \_\_\_\_\_ Group Art Unit \_\_\_\_\_

Applicant requests FIG. 1 to be published with the application.

Enclosures:

- ☒ Specification (pages 1-8); claims (pages 9-12); abstract (page 13)
- ☒ TWO sheets of FORMAL drawings (comprised of FOUR Figures)
- ☒ Declaration or Combined Declaration and Power of Attorney
- ☒ Newly executed (original or copy)
- ☐ Copy from a prior application (37 CFR 1.63(d))
- ☐ Incorporation by Reference--The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
- ☐ Deletion of Inventors (signed statement attached deleting inventor(s) named in the prior application (37 CFR 1.63(d)(2) and 1.33(b))
- ☐ Power of Attorney
- ☒ Assignment with cover sheet

Assignee Name and Address: Cisco Technology, Inc.  
170 West Tasman Drive  
San Jose, California 95134-1706

- ☐ Certified copy of priority document  
☒ Request and Certification Under 35 U.S.C. 122(b)(2)(B)(i) for Nonpublication  
☐ Information Disclosure Statement Form PTO 1449  
☐ Copies of references listed on attached Form PTO-1449  
☐ Preliminary Amendment  
☐ Change of Address  
☒ Return Postcard

CLAIMS AS FILED				
For	Number Filed	Number Extra	Rate	Basic Fee
Total Claims	31-20	-9-	x \$ 18 =	\$ 710.00 \$ 198.00
Independent Claims	6-3	-3-	x \$ 80 =	\$ 240.00
TOTAL FILING FEE				\$1,148.00

- ☐ Cancel in this divisional application original claims \_\_\_\_\_ of the prior application Serial No. \_\_\_\_\_ before calculating the filing fee. (At least one original independent claim must be retained for filing purposes.)
- ☒ PTO Form 2038 authorizing credit card payment in the amount of \$1,188.00 to cover filing fee(\$1,148.00) and ☒ assignment recordal fee (\$40.00) is enclosed.
- ☒ Any deficiency or overpayment should be charged or credited to deposit account number 13-1703. A duplicate copy of this sheet is enclosed.



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PATENT TRADEMARK OFFICE

Respectfully submitted,

MARGER JOHNSON & McCOLLOM, P.C.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: James Clark, John R. Horrobin

Serial No. Not yet assigned

Filed: Filed herewith

For: **CONTENT DISCOVERY AND DIFFERENTIAL  
ADVERTISING IN VIDEO DISTRIBUTION NETWORKS**

BOX PATENT APPLICATION  
Assistant Commissioner for Patents  
Washington, D.C. 20231

**REQUEST AND CERTIFICATION UNDER  
35 U.S.C. 122(b)(2)(B)(i) FOR NONPUBLICATION**

The invention disclosed in the above-referenced application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication of applications 18 months after filing. I hereby request that the attached application not be published under 35 U.S.C. §122(b).



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Respectfully submitted,

MARGER JOHNSON & McCOLLOM, P.C.

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